



Customer Relationship Management (CRM) Project

September 26, 2013

What is CRM

Customer Relationship Management (CRM) is a computerized system for identifying, targeting, acquiring and retaining the best current and future retailers

- Profiles prospects, understanding their needs, and building relationships
- Integrates information such as customer contacts, purchases, inventory, and other supporting data
- Presents a unified face to its customers, and improve the quality of the relationship while enabling customers to improve their results



Project Objectives

- Enable Lottery sales force to better support retailers
- Provide sales force with relevant data in order to drive sales
 - Increase staff efficiencies and effectiveness
 - Information accessible at anywhere, anytime for convenience
 - Timely communication
 - Improve relationship with Lottery retailers



Challenges & Opportunities

Current CRM System:

- Implemented in 2005, now outdated technology
- Time consuming and cumbersome to use
- Limited reporting and enhancement capability
- Lack of real-time or remote accessibility
- Not mobile or tablet device ready

Proposed CRM System:

- Bring technology up to date
- Ability to tailor the tool to meet business needs
- Leverage proven solution for Lottery specific needs
- Minimize initial startup cost and time required to implement
- Tablet ready to enable a mobile workforce



Milestones

- Stage 1- Pilot - FY13/14
 - Get familiar with mobile device
 - Pilot rollout of CRM system onto mobile device
- Stage 2 – Implement Solution – 1st half of FY14/15
 - Full rollout of CRM system
- Stage 3 – Completely Mobile – 2nd half of FY14/15
 - Further enhance the solution
- Next Steps
 - Conclude market research on best CRM system
 - Proceed with the procurement

